VZCZCXRO3201 PP RUEHFK DE RUEHKO #1782 1130403 ZNR UUUUU ZZH P 230403Z APR 07 FM AMEMBASSY TOKYO TO RUEHC/SECSTATE WASHDC PRIORITY 2935 RUEKJCS/SECDEF WASHDC PRIORITY RUCPDOC/USDOC WASHDC PRIORITY RUEATRS/DEPT OF TREASURY WASHINGTON DC PRIORITY RUYNAAC/COMNAVFORJAPAN YOKOSUKA JA PRIORITY RHHMUNA/HQ USPACOM HONOLULU HI PRIORITY RHHMHBA/COMPACFLT PEARL HARBOR HI//N541// PRIORITY RHMFIUU/HQ PACAF HICKAM AFB HI//CC/PA// PRIORITY RUHBANB/OKINAWA FLD OFC US FORCES JAPAN CP BUTLER JA PRIORITY RUALSFJ/COMUSJAPAN YOKOTA AB JA PRIORITY INFO RUEHFK/AMCONSUL FUKUOKA 0821 RUEHOK/AMCONSUL OSAKA KOBE 4354 RUEHBJ/AMEMBASSY BEIJING 6742 RUEHMO/AMEMBASSY MOSCOW 1629 RUEHUL/AMEMBASSY SEOUL 2815 RUCNDT/USMISSION USUN NEW YORK 4044 RHEHAAA/NSC WASHDC

UNCLAS TOKYO 001782

SIPDIS

SIPDIS

STATE FOR I/RF, PA/PR/FPC/W, IIP/G/EA, EAP/PD, R/MR, EAP/J, EAP/P, PM; USTR FOR PUBLIC AFFAIRS OFFICE; TREASURY FOR OASIA/IMI; SECDEF FOR OASD/PA; CP BUTLER OKINAWA FOR AREA FIELD OFFICE; PACOM HONOLULU FOR PUBLIC DIPLOMACY ADVISOR

E.O. 12958: N/A

TAGS: OIIP KMDR KPAO JA

SUBJECT: MEDIA REACTION - DOHA ROUND - TOKYO

LEAD STORIES: Most Monday morning papers gave top play to the results of Sunday's Upper House by-elections in Okinawa and Fukushima Prefectures, as well as local races. Tokyo Shimbun also front-paged PM Abe's speech Sunday in Tokyo, in which he disclosed plans to discuss the abduction issue with President Bush during their meeting later this month in the US.

11. "WTO Negotiations: Japan Must Revitalize Agricultural Industry" The moderate Tokyo Shimbun editorialized (4/23): "Japan is being forced to import more agricultural products in exchange for expanding its industrial exports. This puts the foundations of the nation's food self-sufficiency at risk, so the GOJ will have to accelerate agricultural reforms and revitalize the Japanese agricultural industry. Moves are underway to get the Doha Round of WTO trade liberalization talks back on track, with cabinet-level officials meeting next month in Tokyo to seek points of compromise. The major players remain at loggerheads over a reduction in agricultural subsidies.... Tokyo's primary concern is tariff caps.... Their imposition would deal a devastating blow to Japan, which has a 778 percent protective tariff on rice. However, given Japan's longstanding position of calling on developing nations to reduce their own tariffs on industrial products, there is little likelihood that Japan will be able to make it through future trade talks unscathed.

SCHIEFFER